

People You Should Know

★★★★ FOUR STAR FOLKS ★★★★★

Selected, Gathered, Compiled and Noted By Betty Dolan, Special Staff Feature Writer

Introducing to You the Builders and Live People Who Make up the Business Interests of Torrance, Lomita and Harbor City

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GASTON ARCO

★★★★ WHEN you live in a community you want to know who folks are, what they do, whether they are decent, fine and kind—or just sour on the world. Well this is our opportunity to tell everyone that Gaston Arco, at La Mode Furniture Co., 1513 Cabrillo, couldn't be sour on the world no matter how he tried; that he gets up each morning trying to figure out how he can accomplish more things for Torrance (right now there's a Spring Clearance Sale in the making—that's going to save dollars for hometowners), but it has always been that way from the time he went to work in this store (formerly Miller's). Furniture is not a sideline here... therefore you can find practically everything you need, including famous California products such as Robert (over-stuffed) and Rome Mattresses. "Gaston" was "weighed in" first in France; earned nickels for his "piggy bank" doing odd jobs about store in Pennsylvania; possesses firm handshake; fond of a faded football; gets along nicely without a smoke but couldn't get along without the triple "T" dance gang; V. P. Kiwanis (rightly proud of the Boy Scout project); lovable Lucille and "Jerry" have inspired his heart; Gaston believes in the other fellow and—somehow, the other fellow believes in him... Ph. 545 to seek: What is the French meaning of the word "La Mode"?

EUGENE DE BRA

★★★★ ONE of the active, progressive and successful men, who deserves special mention in this feature is Eugene De Bra, owner of the De Bra Radio Co., 1517 Cabrillo, serving Torrance since "1923." His many satisfied customers are always recommending him to others, so his reputation for first class radio work grows daily. Whether your radio needs a new part or a complete treatment of overhauling, you can depend upon "Gene's" skilled, careful, conscientious service—or he can get you just the fine new radio you like best. Dependability is his watchword and "Service" is his creed. Here's a peek at "Gene's" unknown past; was born, bred and buttered in Evanston, Ill.; first big business deal—selling Saturday Evening Post; rahl rahl! at Armour Tech U.—Chicago; remembers dad's official star-gazing days at Evanston Observatory; American Legionnaires were Rotarian emblem; an international passport; almost forgot his hobby—recording special events the motion picture way in color; Ramona and Carol, two lovable little daughters are the grace notes that produce harmony in home life, and Gene's the kind of a chap you'd go out of your way to find—a community booster and as square as the four points on the compass. Ph. 167W and discover: What nearby town claims his first radio shop?

LOUIS LEPPE

★★★★ IF ever names were important in our community, it is today, when the yesterdays and tomorrows are shaking hands, and we don't wonder Torrance folks are feeling better and happier because Louis Leppe has brought the Discount Drug Store, 1225 El Prado into their midst. Used a little ingenuity and innovation when he placed the prescription department right in the front of the store so folks could all see that "no substitutions" were made, and that their prescriptions would be compounded just as the Dr. ordered. Quality drugs and merchandise are sold at the lowest possible prices and there's a cosmetic department that will make every lady catch her breath. "Louis" played his first game of marbles at St. Louis, Mo.; remembers right well that the old lawnmower was a boy's enemy when it came to earning first spending money; has patent on making friends; knows exactly what to do with a good T-bone steak; puffs along on a Phillip Morris while reading light fiction; rotates the wheels of good will with Rotary; strives for better civic improvements chatting with both Sr. and Jr. C. C.; has two top favor-ites at home, Loretta and Janette and the seeds of success were

born in Louis' heart as well as in his head... Ph. 562: What are the names of three Cosmetics he carries?

FOUR ★ ★ ★ ★ FOLKS WINNERS and ANSWERS

Mrs. Lester J. Dougherty, 930 Arlington, \$2
Caroline King, 2287 Cavenah, \$1
Lucille Stroh, 1732 Watenjite, \$1
A. H. SILLIGO and CHARLIE JONES, all-around good scouts, have served this community 4 years as Torrance Lumber Co. and formerly with Consolidated Lumber 21 years.

KATHRYNE BUFFINGTON, delight to know, has brought harmony and music to Torrance since 1930.
WILLIAM ROJO, born winner, at helm of Torrance Laundry Co., has checked \$35,000 into new machinery at this progressive plant.

CONTINUED IN NEXT ISSUE YOU MAY BE NEXT!

CONTEST RULES

FOR BEST ANSWERS \$500—Free Merchandise Prizes—\$500 GRAND PRIZE—\$15.00

FIRST WEEKLY PRIZE—\$200 SECOND WEEKLY PRIZE—\$100

WHAT TO DO? Call by phone or in person and get answer to question asked at the end of each story. Send answers to The Herald within four days.

WHO WINS? The person sending in the most nearly correct, prompt, and nearest answers will be given merchandise awards from your own home merchants each issue. Winners and answers published week after story and question appears.

CASE OF TIES: Duplicate awards will be given each tying contestant. The judges' decision will be final and incontestable. Anyone, anywhere, may compete, except employees of The Herald and News or members of their families.

GRAND PRIZE will be awarded at the end of the contest to the person sending in the most correct weekly solutions during the entire contest.

EACH WEEK gifts will be awarded contestants in addition to the final Grand Prize.

OTHER PRIZES, besides those mentioned here, may be added from week to week as further toward your efforts.

CONTESTANT SHOULD designate the firm or firms to add to the list in order in case you win.

NOT ELIGIBLE if your answers are copied from another contestant. ADDRESS: Special Contest Editor, Torrance Herald, Fri. & Sat.

ADDITIONAL CONTESTS: Fri. & Sat.

League Baseball Gets Delayed Start Friday

If it doesn't rain the Marine League baseball season is scheduled to get a belated start tomorrow afternoon with Torrance playing at El Segundo, Narbonne at Gardena and Banning at San Pedro. For the second time in less than a week, opening games were delayed Tuesday afternoon. The league series will start weather permitting—with the third week's schedule and no one seems to know when the rained-out games will be played. The teams may have to "double up" later in order to complete the schedule.

Gardena is the defending champion and the Mohicans again figure this year as a strong factor in the league fight. However, Torrance by virtue of its showing in the rained-out Dorsey tournament is regarded as a "dark horse" and, pitchers permitting, may pull a surprise. The Tartars got in the quarter finals of that much-delayed tourney as result of victories over El Segundo and University high. The Torrance club is scheduled to meet San Pedro in the semi-final round of the Dorsey tourney if and when that event continues.

Pistol Standings For February

Standings of members of the Torrance Police Revolver club for the month of February are as follows, according to F. A. Tiffany, range officer:

CAMP PERRY COURSE

| Cal. | Strings | Average |
|---------------|---------|---------|
| Berry | 3 | 289.2 |
| Moore, B. | 5 | 276.2 |
| Moore, A. | 7 | 276.6 |
| Ashton | 7 | 274.5 |
| 38 Calibre | | |
| Ashton | 9 | 271.9 |
| Bekersley, H. | 7 | 270.6 |
| Bekersley, H. | 9 | 269.1 |
| DeBra | 3 | 268.0 |
| Maddux | 6 | 268.3 |
| Medious | 9 | 263.3 |
| Moore, A. | 3 | 263.0 |
| VanGorder | 3 | 250.0 |
| Moore, B. | 3 | 247.8 |
| March | 3 | 244.5 |
| Perry | 3 | 243.1 |
| Lauw | 5 | 238.0 |
| Tidwell | 5 | 215.2 |

NATIONAL COURSE

| | | |
|------------|---|-------|
| 38 Calibre | | |
| Ashton | 5 | 259.3 |
| 45 Calibre | | |
| Moore, A. | 3 | 187.3 |

JUNIORS

| | | |
|--------------------------------|----|------|
| 22 Calibre, 25 yards, Offhand. | | |
| Harrison | 15 | 90.9 |
| Mosher | 5 | 96.4 |
| Kent | 14 | 93.4 |
| McCall | 5 | 82.2 |

Packets of Rare Marigold Seeds Are Free at Firestone's

A large quantity shipment of seeds of a rare new marigold developed by David Burpee of Philadelphia, was received today by Jim Jones, manager of the local Firestone Auto Supply and Service Store. The new flower is named Idabelle Firestone Marigold in honor of Mrs. Harvey S. Firestone.

"The seeds are not for sale, but will be distributed without charge to members of garden clubs and others who are interested in horticultural work," says Jones. "To procure a free 25-cent packet of Idabelle Firestone Marigold seeds, it is only necessary to call at our store at Cravens and Marcelina streets, Torrance.

There are no obligations and it is not necessary to make a purchase to obtain a free packet."

California appears to need more people who read road signs and fewer who use them for targets.

Famous Last Words — "This old bus takes a curve at 80 like nobody's business."

Accident records indicate that drivers with heavy feet frequently have light heads.

Reckless drivers are punished by death in Russia, says news item. In other words when a driver loses his head over there he loses it permanently.

WING PLAYS WINGBACK PROVO, Utah (U.P.) — The question, "What's in a name?" could be applied to George Wing, member of the Brigham Young University football squad. Wing plays — yes, you guessed it — wingback.



Last year's Charity Handicap victor. Once again Santa Anita's horsemen and horses join hands with four great Southernland organizations in the staging of the fifth annual Charity Day, Monday, March 10. Here's last year's Charity Day Handicap winner, On Location, from the Milky Ways Stables, with Jockey Bierman up. Miss Ethel Burien, who awarded the annual trophy, in the foreground. The four sponsoring groups include the C.Y.O., the Elks, the Shrine and the Jewish Welfare Agencies.

A & P Store Policies Founded 81 Years Ago Said Still Vital Today

Business principles laid down 81 years ago—and adhered to closely ever since—assume new importance as a defense measure this week, R. A. Halderman, sales manager in this area for the Great Atlantic & Pacific Tea Company, declared today.

Those principles, established by George Huntington Hartford when he opened the first red-fronted A & P store in 1859, today serve as an effective brake against spiraling food prices such as took place during the last World War, Halderman said, and make the company's celebration of Founder's Week in Hartford's honor of particular importance this year.

"The growth of America's mass distribution system, although pioneered by Mr. Hartford through A & P, has largely taken place since the last great war and today stands as an excellent form of insurance against exorbitant food costs due to speculation or inefficiencies in distribution," Halderman pointed out.

No Speculative Buying The A & P system was founded on tea, Halderman said, explaining that Hartford reduced retail prices from a dollar a pound to about 30 cents by making his purchases direct and eliminating many in-between handling charges and unnecessary profits. By applying those same principles of direct buying and quick turn-over of large volume at small profit, he was able to add other commodities to his stock and later to expand the system through new stores.

Savings thus achieved are bulwarked by strict adherence to the company's policy against speculative buying of any kind, as well as its policy against price

Gauchos Called for Track Training

Possessing reputedly the strongest collection of middle distance runners assembled in Narbonne track and field history, Coach Bill Sloan recently issued his initial call to Gaucho track aspirants in preparation for a conditioning period prior to the scheduled league meets. Headmaster Sloan's Gaucho forces relax with exercising and sprinkling of inter-class meets until they face their initial test April 4 with Los Angeles Woodrow Wilson in a practice meet.

Dillon Wins Hurdles in N.D.-Indiana Meet

The excellent time of 7.9 seconds was made by Billy Dillon, former Narbonne track star now attending Notre Dame University, in the 70-yard low hurdles of the Indiana-Notre Dame track meet Feb. 22, according to news reports received here this week. Indiana won the event. Dillon also placed third in the 70-yard high hurdles.

LIMITED ENGAGEMENT BILL LENGTH NOTHING CUT BUT THE PRICE

GONE WITH THE WIND

COMING TO TORRANCE THEATRE MARCH 20, 21, 22 and 23

Torrance Hi News Notes

By ELIZABETH FISH

IT'S DIFFERENT... If you happen to see some boys of high school age wandering about dressed as if they had just escaped from a prison—don't worry about it. These boys have formed a club of their own called the Halfa-Bedda-Cactus. Each boy has a uniform composed of overalls and a coat to match, with a number on the back.

They have an entirely new way of designating their officers, who are as follows: Jailer, Dick Leech; Asst. Jailer, Conrad Christensen; Trustees, Rolly Andrews and Emilie Banks; Mouthpiece, Richard Paxman; Warden, Mr. Haig. The rest of the members are called "Yard Birds." Well at least it's different.

RECOVERING... After an operation a few weeks ago Miss E. Burnham, English teacher, is rapidly recovering. She will not be with us for several weeks although she is leaving the hospital in a few days. Mrs. Y. Womble of Los Angeles is the substitute teacher.

ELECT OFFICERS... The All class recently held a meeting to elect the following officers: President Bill Moon, Vice-president Frank Whiting, Secretary Phyllis Campbell, Treasurer Betty Follis, Reporter Harriet Pegors, Sergeants-at-Arms Bill Wise and Cedric Eddings, Representative Clair Johnson, Parliamentarian Erna Smythe. They have started plans for the Annual Junior-Senior Prom to be held in June.

PIX WANTED... Have you ever wanted to be a photographer? Here's your chance. Just take a picture, and follow these two easy rules: The snapshot must be of a T.H.S. student or teacher and it must be taken on the campus, beach, mountains or any recreation spot. The first prize is \$1 and there are nine other prizes. The more informal the picture the better. The contest will last until March 23. You may hand in as many pictures as you wish. Put all entries in Miss Margaret Woods box with your name and grade.

MISSOURI... All who ever lived in Missouri are invited to attend the picnic-reunion Sunday, March 16, in Sycamore Grove Park, Los Angeles. A program will begin at 10 a. m. and continue until nightfall.

IOWA... The annual winter picnic-reunion for Iowans has been postponed again to Saturday, March 15, in Lincoln Park, Los Angeles.

SECRETARIES... One of the hardest offices a person can hold is secretary. At T.H.S. a secretary's book at the end of a term is to be graded by Reba Mathews, secretary of the Student Body. If the book is complete in every way it is given four stars, the highest honor. This year seven clubs have achieved this honor. The secretaries who worked hard to re-

State's 1940 Traffic Death Toll Is 3,034; 57,992 Are Injured

California's 1940 official traffic toll was 3,034 dead and 57,992 injured, the department of motor vehicles announced this week. Motor vehicle accidents involving injury or death totaled 41,320, the highest ever recorded in the state. The number of injured persons also exceeded any previous year, the highest total in the past being 53,878 in 1939.

The 1940 death toll, however, was somewhat lower than in 1938 and 1937. In the latter year the all-time high of 3,189 persons killed was established. The death toll, however, represented an increase of 649 in a 10-year period, the 1930 total having been 2,385.

BOTH ASSUME BLAME BUTTE, Mont. (U.P.)—The police are busy trying to think up a suitable reward for Howard Godfrey and Charles Erb. It was the first motor collision case they ever had handled in which both parties voluntarily assumed the blame.

FREE - DOLLAR DAYS

Half-pound box of famed Joan Manning Chocolates with each purchase of \$1.00 or more.

Dollar Days Only

Come to Beacon for your bargains—Dollar Day and every day—hundreds of drug and sundry items priced as low as you can buy then anywhere—Save at the Beacon.

TOBACCO SALES ARE NOT INCLUDED IN FREE OFFER NOTED ABOVE

BEACON DRUG CO.

LESLIE L. PRINCE, Prop.

WE GIVE S. N. GREEN STAMPS

The Rexall Store GRAMERCY and CABRILLO PHONE 190

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"VALVE-IN-HEADS THE VICTOR IN PERFORMANCE, DURABILITY AND DEPENDABILITY SIX CYLINDERS SAVE YOU MONEY ON GAS, OIL AND UPKEEP"

... because it's a 90-H.P. VALVE-IN-HEAD SIX—the only one in the biggest-selling low-price group!

... because "VALVE-IN-HEAD'S THE VICTOR" in performance on land, sea, and in the air!

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